AFRICA

ALGERIA

Quotas - No quotas.

Import Licenses - No import licenses are required.

Labeling - Labeling must be in Arabic and the name of the importer must be on the label.

Advertising - Advertisements for alcohol are forbidden.

Distribution Issues - The distribution channels are not developed. In general, importers sale the products to wholesalers.

COTE D'IVOIRE

Quota - None

Import Licenses - Importers are required to obtain Import Information Form from SGS for transactions of FOB value over 1,000,000 F CFA (US$1= 620 F CFA). For transactions between 1,000,000 and 3,000,000 F CFA, inspection is done at random, but above 3,000,000 F CFA, the control is mandatory. The importer pays 0.75 percent of the FOB import value to SGS as inspection fee. The importer returns to SGS the completed Import Information Form and attaches 3 copies of the pro-forma invoice and a bank check covering the SGS inspection fee.

Import License of Intent is void if (1) the importation does not take place, (2) the supplier is changed, (3) the importer is changed, (4) the value or quantity is changed by more than 10%. The importer should contact SGS liaison office in Abidjan to make the required changes.

Pre-Inspection - Pre-inspection is undertaken by SGS.

Labeling - All consumer ready products must have French labeling. Labels list the country of origin, manufacturer's name and location, date of manufacture and expiry date, net weight or volume using the metric system, and a list of ingredients in order of importance.

Distribution - All wine imports must be done through a forwarding agent, whose payment represents an average of 10% of the freight value.

EGYPT

Import Licenses - To import wine, an import license must be obtained from the Ministry of Finance and the Ministry of Tourism. Currently there are three public sector companies importing wine for hotels and restaurants as well as the free zone area and three private sector importers. However, since the tariff is very high (3000%), the only private sector imports are for hotels and the free trade area (360%).

Certification - A number of certificates are required (health, inspection, analysis, radiation free). A certification of origin countersigned by the Chamber of Commerce and notarized by the Egyptian Embassy or Consulate in the country of origin is necessary.

Labeling - Name of the importer must be mentioned on the label whether the wine imported is for free zone area or for tourism. Labels the following information:
- Name and address of manufacturer
- Brand or trade mark, if applicable
- Country of origin
- Type of product and grade
- Name and address of importer
- Production date (optional)
- Net and gross weight

KENYA

Licensing Requirements - Any importer must be approved by the Liquor Board at District and Provincial levels in order to be licensed. Also, the importer must obtain a “Pin #” or an Import Code # from the Customs Trade Office and a proforma invoice from the supplier and complete the Import Declaration Form (IDF).

Pre-Inspection Requirements - Kenya Bureau of Standards checks first times imports on standards and safety.

The Kenyan Bureau of Standards (KBS) must know: (a) the Estate and Manufacturer, (b) Goods must be properly labeled, (c) Country of origin indicated, and (d) Send a sample to KBS for testing (% by volume of alcohol among other tests)

If the value of the goods to be imported is above US$ 5000, there is a need for inspection by a shipping agent like COTECNA which is internationally recognized. They will then issue a Clean Report of Finding (CRF) and the Bill of Landing. Thus, the IDF, supplier's invoice and Bill of Landing are important documents for any importer.

Labeling - Products must be labeled in metric units.

MOROCCO

Import Licensing - Although imports of alcoholic beverages are subject to strict government control. Marketing of wines at the wholesale and retail levels is subject to a special license from the Ministry of Agriculture' Fraud Repression Office. Other alcoholic beverages such as whisky, beer, and other spirits can be handled and marketed only by distributors licensed by the local authorities (Ministry of Interior). Wine and other alcoholic beverages can be sold only at licensed retail and wholesale points.

Certification - A certification of origin and a certificate of laboratory analysis are required by the Ministry of Agriculture for imported of origin labeled wines.

Labeling - The metric measurements are mandatory. The origin labeled wines can be imported into Morocco if they comply with the regulations prevailing at the country of origin.

The basic law that sets the rules for labeling and marketing of wine in Morocco is the decree 2-75-321 issued on August 12, 1977. Alcohol content must be specified in unit or half units and should not differ by more than 0.5 percent of the content determined by analysis. Non origin labeled sparkling wines cannot be sold unless the label "Sparkling Wine" is indicated on the bottle. The size of the characters should be atleast half of the size of the largest characters used on the label.

Origin labeled wines must have the following information on their label: l) geographical denomination 2) the labels "Origin label guaranteed" or "Guaranteed vintage wine" 3) brand name or vineyard name printed in legible characters 4) alcohol degree 5) name and address of the bottler printed in characters not exceeding two-thirds the size of the characters used to print the geographical denomination.

Container Sizes - Sparkling wine bottles must have a capacity of 80cc or 40cc. Non origin labeled sparkling wines cannot be sold unless the label "Sparkling Wine" is indicated on the bottle. The size of the characters should be at least half of the size of the largest character used on the label.

Bottling of wine is subject to strict requirements. Ordinary wine and common wine can be sold in 1 liter glass bottle or 1.5 liter PVC bottle. Guaranteed vintage wines, old wines, origin labeled wines can be marketed only on glass bottles of specific sizes (75cc, 37.5cc, 72cc, and 18cc).

SOUTH AFRICA

Import Licensing - An import certificate is required in order to import liquor into South Africa, and is issued by the Department of Agriculture, Division of Plant Production, Health and Quality

Control at a cost of R41.00 (US$ 7). The permit can only be issued if the product complies with the requirements of the Act. Certificates are issued for every liquor product which differs from any other liquor product with regards to container, composition or labeling. Each application should be accompanied by a sample consisting of at least 750ml of the product to be imported and must be submitted in the labeled container in which it will be sold in South Africa.

Pre-inspection - The product also needs to be inspected at a cost of R200.00 (US$ 33), whereby a chemical analysis is performed on the sample and the label evaluated to ensure its compliance with the requirements of the Liquor Products Act, 1989 (act 60/1989) . The cost of Bar coded Lot number is R22.00 (US$4). At least 48 hours notice must be given to the inspectors for the Department every time a consignment of liquor, for which an Import Certificate has been issued, will enter the country.

A Certificate of removal is required to release a consignment from Customs at a cost of R33.03 plus R2.00 per hectoliter or a part thereof, i.e., when liquor products arrive in the country, the importer must obtain a pass from the Department of Agriculture's Inspection service to remove the liquor from the port area to a site of his/her choice. The consignment must be unpacked under supervision on an inspector from the Department, application for a certificate of removal must be handed to the inspector at this point in time. After having received a Certificate of Removal, an Importer may distribute and sell the liquor.

Labeling - The particulars to be indicated on the label are the applicable class designation, the alcohol contents, the country of origin and the name and address or code number of the responsible seller. All of the above shall be indicated in the same field of vision on one or more labels which are permanently attached to the container concerned; are clearly distinguishable from one another and from other particulars, illustrations or representations on the label concerned and indicated in letters and figures; which are the same color, type and size in each particular instance; which appear on a uniform and clearly contrasted background; which are clearly legible and permanently printed; and of which the minimum vertical heigh depending on the capacity of the container concerned is listed. The indication of an applicable class designation can, in the case of wine, be omitted from the label, unless that wine is a Perle' wine or a sparkling wine; or is a sweet natural wine but not a special late harvest or noble late harvest wine.

The indication of the alcohol content on a label shall, except in the case of grape liquor and flavored grape liquor, only be required in respect of liquor products sold by the responsible seller thereof after 30 June 1999; provided that labels which were printed before that date and which do not indicate the required alcohol content, may be used until 30 June 1996. If a liquor product, has been produced in the Republic, the indication of the country of origin thereof may be omitted from a label. Notwithstanding the provisions of the sub regulations the words "sparkling wine", which is part of a class designation, may be indicated in another letter type, size and color than the rest of that class designation. A label printed before 1 January 1996 and which complies with the requirements of these regulations as applied before 1 October 1995, is regarded as complying with the provisions of the regulation.

ASIA (INCLUDING INDIA)

HONG KONG SPECIAL ADMINISTRATIVE REGION OF THE PEOPLE'S REPUBLIC OF CHINA

Import Licensing - All importers of alcoholic beverages are required to be licensed - as are those involved with exportation, manufacture, storage, sale, supply, and possession of these products.

Removal Permit - Imported wine and liquor may only be removed from vessels and aircraft with a removal permit and with appropriate duties duly paid.

Preservatives - Only sorbic acid (up to 400 parts per million) and sulfur dioxide (within 450 parts per million) are permitted for use as preservatives.

Devanning Fee - There is also a customs "devanning fee" which is applied for clearing items from bonded storage (making sure all the label requirements are met, etc.). The fee is $115 Hong Kong dollars per hour with a minimum charge of two hours.

INDIA

Quota - There are no quotas on imports by hotels. However, a hotel may not import licensed goods in exess of 25% of the value of their foreign exchange earnings.

License - Wines need an import license, which effectively ban imports. Luxury hotels and the tourism industry are exceptions, and can import against foreign exchange earnings for in-house consumption.

Labeling/Ceritfication/Distribution- Imports of wines by the hotel sector are not subject to special labeling requirements or food standards. Hotels do not face any certification problems, nor are they subject to pre-inspection. Hotels do not report any problems in documentation of imports. Wine imports by hotels are for in-house consumption only.

Advertising - Indian law does not permit advertising of alcohol on official TV, radio, or in public places.

INDONESIA

Quotas - 50,000 nine-liter cases of all alcohol, excluding beer, may be imported yearly. Importation of wines and spirits are limited by an official quota calculated each year by the Ministry of Industry and Trade with input from the importers, the PHRI (the association of hotels and restaurants in Indonesia), and the distributors as to their predicted consumption of wine and spirits for the coming year. The process for setting the quota is confidential, so the exact process is unknown.

The government delivers the quotas for the coming year to the two importers (see below) who are then responsible for dividing the quota among the various distributors. This quota is what each distributor can import for both wine and spirits. Each distributor is then permitted to divide that quota among wines and spirits as they please for sales to their customers. All three duty paid distributors receive an equal share of the quota, but the duty free stores are not equally distributed as some stores are larger and request more supply than others.

Import License - The Ministry of Industry and Trade issues wine import licenses to qualified importers and they set the quota for the amount of wine that can be imported per year.

There are two importers of wine, PT Dharma Niaga, which imports wine for duty paid establishments, and PT Cipta Niaga, which imports wine for duty free establishments. Both companies are appointed by the government and 100% state owned. They are the only two companies that have been issued licenses to import wines by the Ministry of Industry and Trade, and primarily serve as importers or brokers for the distributors.

Distribution

The duty paid wine market features three distributors in Indonesia:

- PT Primera Internusa Niaga
- PT Bimasena Chemindotama/Ben Tradevine
- PT Tebet Indraya (TIS)

These three distributors sale to various restaurants, hotels, bars, and supermarkets in Indonesia.

The duty-free market involves approximately 22 companies who operate 37 duty free outlets across Indonesia. These stores sale to Embassy employees, United Nations employees, and expatriates or tourists.

JAPAN

Import/Distribution Licenses - The Japan's Liquor Tax Law requires a license from the head of the competent tax office in order to manufacture or sell liquors. Any person or entity may import wines without restriction, but without an liquor vendor's license, it is not permitted to ship wine out of the bonded customs area. Therefore, it is essential to acquire a liquor vendor's license in order to sell imported wine in Japan. However, no license is required for restaurants that serve the wine at their own restaurants and do not sell to other restaurants or for individual consumers who import wine for personal consumption or use as gifts.

All those in the business of selling wine must obtain a license for each sales jurisdiction from the tax office with jurisdiction over the sales location. There are retailer's licenses and wholesale licenses. Holders of a wine import license are authorized to sell wine as a wholesaler to liquor stores, but not to consumers or restaurants as a retailer. The holders are not authorized to wholesale wine made in Japan. In addition, in order to exhibit an imported wine at a trade fair, holders of a wine retailer's license must apply to the local tax office with jurisdiction over the trade fair venue for temporary permission to sell at a location other than the license holder's regular sales location.

Import Notification - Imported wine must adhere to Japan's Food Sanitation Law, which governs product additives and labeling in addition to basic sanitation issues. Under this law, an "Import Notification Form" must be filed by an exporter prior to importation to the quarantine station with authority over the port of entry for documentation examination.

When wine is imported for the first time, if the importer appends statement of voluntary inspection results performed in advance by official laboratories designated by the Ministry of Health and Welfare, or by official laboratories in the exporting country, the cargo may be exempted from corresponding inspections at the quarantine station, which will expedite the import procedure

Labeling - Labeling standards are provided under the Food Sanitation Law, as well as a number of other laws such as "Law Concerning Liquor Business Association and Measures for Securing Revenue from Liquor Tax." The following are types of items required on wine bottle in Japanese:
- product name
- food additive declaration
- alcohol content
- container volume
- country of origin name
- name and address of importer
- destination (destination after removal from the bonded area or the location of the packing location. A symbol may be substituted with the permission of the Minister of Finance.

SOUTH KOREA

Quotas - None

Licensing - Wine is imported by licensed wine/liquor importers. The Office of Tax Administration handles the licensing and tax collection, but does not discriminate between domestic and imported wines.

Inspection - All winessubject to Ministry of Health and Welfare/Food Quarantine inspection. There are two kinds of inspections: A detailed inspection (chemical analysis test) and visual inspection (eye/document inspection).

The first shipment is always subject to a detailed inspection which under Korean law should take a maximum of 18 calendar days (but in practice can take much longer). Subsequent shipments are subject to visual inspections which should take no more than five calendar days if the product is identical in label, product name, alcohol degree, vintage, and net weight (milliliter) of the first shipment.

Labeling - Importers are required to submit front (English label) and back labels (Korean language label) to food inspection authorities. The Korean language labeling requirements for wine are as follows:
- Name of the product
- Country of origin
- Type of the product
- Importer's name, address and phone number
- Business license number of importer
- Expiration date
- Alcohol percent and volume
- Name and volume of ingredients by percentage
- Name of place where the product can be returned or exchanged in case the product is damaged or defective.
- Instructions for storage.
- Name of food additives
- Government's health warning clause

MALAYSIA

Preferential Agreements - ASEAN nations receive preferential tariff treatment in Malaysia

Labeling - Wine labels must state the country of origin, the name and address of the manufacturer or importer, and the minimum weight in metric measure. Labels must be in English or Malay.

Advertising - Advertising of alcoholic beverages on television and radio is banned. Advertising of all types of hard liquor including wines will be prohibited in the print media and billboards under the new regulations, which are expected to be implemented later in the year. However, wine promotions are allowed to be carried out in hotels and restaurants in the form of wine tasting receptions and menu promotions where special wines are featured in the menus.

Consumption Controls - Malaysia, being a predominantly Muslim country, is attempting to discourage alcohol consumption of local people. Alcohol consumption is targeted at the tourists.

THAILAND

Import Permit - The exporter must forward the original invoice to the importer as soon as possible before the carrying vessel arrives in order for the importer to apply for the import permit. The invoice must state the alcoholic content by volume. If the vessel arrives before the import permit is issued, a fine is levied.

Certification - Certificates of Analysis are frequently required of wine products.

Customs Inspection - Each case of wine is opened and each bottle is inspected individually. Additionally, Thai Customs must apply the excise stamp to each bottle of wine. The clearance process usually takes about a week, if everything is in order.

Labeling - Eleven (11) original specimen labels are required for registration with the Excise Department. Each label must show:
- Name and address of the manufacturer
- Name and address of the importer
- Wine name
- Alcoholic percentage by volume
- Net weight
- Health warning in local language

Letter of Appointment - (This is no longer required under the regulations. It remains, however, as a common business arrangement between importer and exporter). The winery must issue a letter certifying that the importer will be the sole agent importing that particular brand of wine. The letter should list each variety of product, net content per bottle, and degree of alcohol. The process takes about 2 - 3 weeks.

VIETNAM

Quotas - All alcoholic beverages are subject to non-tariff barriers such as quota and import licensing. The GVN explains this as concern for consumer health. Although the system is opaque, on a practical basis firms are able to secure a quota to meet their needs.

Preferential Treatments - Wines from Russia receive a lower MEP valuation.
Exceptions were made for two French non-AOC labels at $2.00/ liter, and sparkling wines from Thailand enter at $1.00/ liter. Mateaus wine has a MEP of $3.50/ liter.

Import Licensing - Twenty-two companies are licensed to import wines. Effective August 1, 1999, Vietnam lowered minimum entry prices (MEP) of still and sparkling wines (2204) from $4.00/ liter to $2.50/ liter. This decision for the first time differentiates wine categories based on alcoholic content: wines below 15% alcohol ($2.50/liter) ans 15-40% alcohol ($3.50/liter). Previously, MEPs were based on whether the wine was of G7 ($4.00/liter) or non-G7 country ($3.00/liter) origin.

Distribution Issues - The French and Russians both have joint ventures with Vietnam to produce table wines and sparkling wines. Importation and distribution are reserved for Vietnamese companies. State-owned enterprises dominate the import business due to their access to import quotas. The GVN recently awarded a few general import/export licenses to private Vietnamese companies. Foreign companies are restricted from trading in wine and alcoholic beverages.

CARIBBEAN

BARBADOS

Quota - None

Imported Licensing - There are no import licenses required for alcoholic beverages, except beer.

Certification - Non-grape-based wines must be accompanied with shipping documents that indicate the fruit from which the wine was made.

Pre-inspection - Wines are subject to the usual pre-inspection when coming into Barbados. However, if it is a new entrant to the Barbados market, the Excise Division will take a sample to determine alcoholic content, which in turn will be used to determine whether it will be subject to an excise tax in addition to import duty.

Labeling of Wine - Regulations for the labeling of pre-packaged goods into Barbados, including alcoholic beverages are:
- the name of wine
- a coined or fanciful name may be used, provided it accompanies the name of the product (wine)
- the percentage by volume shown in the principle display panel followed by the words alcohol by volume or abbreviation “alc/vol” shall be stated
- the net contents in the metric system shall be given in Arabic numerals. Any variation below the quantity declared shall be in accordance with the Weights and Measures Regulations of 1985 (Barbados)
- the name and address of the manufacturers, packer, distributor, importer or vendor shall be declared
- the country of origin shall be declared
- labels shall be in English and shall remain affixed to the item. The letter sizes shall not be less than 1.6 mm in height

TURKS & CAICOS ISLANDS (T.C.I.)

Quotas - None

Import License - None

Labeling - No regulations according to Ministry of Finance

Distribution Issues - There are local distributors who have the franchise on certain wines that are imported into the TCI. A business license either in the category of retail or wholesale is required for the conduct of business, a liquor license in the category of on-premise or off-premise is required for appropriate disposal of wines.

DOMINICAN REPUBLIC

Quotas - None

Registration - Sanitary registration is done through the Public Health Secretariat and brand registration is done through the Central Bank and Industry and Commerce Secretariat.

Labeling - There are no special regulations concerning labeling requirements and United States standards are acceptable. The Dominican Republic allows the direct importation of beverage products

Distribution Issues - Importers are the distributors and they sell directly to hotels, restaurants, supermarkets, and to individual for their direct consumption.

EUROPE (Non-EU)

CROATIA

Quotas - Croatia currently does not impose import quotas on wine. However, under the "Agreements of Free Trade" that have been signed with Slovenia and Macedonia, these countries have export quotas of 1,650,000 liters and 4,000,000 liters, respectively for 1999, with an import duty of 1% ad valorem.

Inspection - Wine marketed in Croatia has to pass the required laboratory tests and approved by the "State Institute for Viticulture and Viniculture of the Ministry of Agriculture and Forestry. Compliance is monitored by the "State Inspectorate."

Subsidies - Under Croatia's "Subsidies Program," that was initiated in Spring 1999, two types of subsidies for vineyards are offered: (1) 2,600 HRK/ha for existing vineyards on certain Adriatic islands and costal areas, and (2) 40,000 HRK/ha one time payment foe establishment of new vineyards in these same area. In the continental part of Croatia, this payment is 20,000 HRK/ha. Also, Croatia subsidies the production of planting materials by 1.00 HRK/vine graft.

CYPRUS

Regional Preferences - EU wines enjoy preferential tariff treatment in Cyprus. The duty for wine imports from EU countries is CP 1.14 per liter for sparkling wine and CP 0.98 per liter for other wine. Additionally, EU imports pay only 5.6 percent for the import tax instead of 6 percent.

Labeling Regulations - In view of its aspirations to become a EU member and its Customs Union agreement with the EU (which will be completed by the end of 1997), Cyprus is harmonizing most of its legislation with that of the EU.

Tolerances from the Label Declaration Cypriot law on tolerances from the label declaration follows EU practice.

Net weight of wine can be milliters or cubic centimeters. If the quantity is stated in ounces or other non-metric units, Cypriot authorities will refuse importation of the product. To avoid this problem, the manufacturer or, alternatively, a local agent, may add a sticker onto the product stating the quantity in milliliters or cubic centimeters.

NORWAY

Import Licensing - One must obtain a license to import wine from the Ministry of Health and Social Affairs (MHSA). Although anyone in principle is now allowed to import, there are many rules and regualtions on must go through in order to obtain the license from MHSA.

Distribution Issues - In addition, it is anticipated that even though there are 250 agents, there will most likely be only about 15 importers. This means that agents in the market will have to find a "partner" (importers) in the new system, enabling them to sell in the market.

The main distributors in the Norwegian market are Vectura and (part of the old monopoly with direct distribution ans Vin & Spirit Distribusjon (owned by a number of agents with distribution through the grocery retail system).

"Test" Market - The "test" market, introduced in 1994 for new products is now implemented at the retail level rather than the import level. However, only importers can present wines for the test market. According to EEA regulations, all wines that want to be sold in their retail stores are accepted. Though, the new products are submitted to a "test" period. If sales during that test period, i.e., six months, does not reach a certain level, the product will be withdrawn. If a predetermine level of sales is achieved, the product can remain on the shelves. Periodic checks will be made to determine that sales are being maintained. The former state monopoly had 110 retail stores throughout the country. Products were permitted to be tested in only eighteen of those stores.

Advertising - Wines still are not permitted to be advertised.

ROMANIA

Tariff Rate Quotas - EU (60,000 Hectoliters) and CEFTA/Hungary (10,000 Hectoliters).

Import Licensing - Not required, except for Tariff Rate Quota (TRQ) countries.

Certification - Wines shipped to Romania should be accompanied by the following documents: invoice, import license (only for TRQ countries), packing list, and Certificates of origin, conformity, quality, analysis (to indicate alcohol content).

Pre-inspection - Not required

Labeling - Although the original label is OK, a sticker in Romanian language is required. The sticker should include the usual information: product name, producer, importer/distributor, alcohol content, ingredients.

Distribution Issues - marketing of the product is slow; therefore a short-term commercial credit up to 60 days is advisable.

SLOVAK REPUBLIC (SR)

Import license - Wine imports require an automatic import license from the Agricultural Ministry. They are issued to all applicants for import of specific items, in certain volume or value and within a certain period of time. These licenses mainly serve for statistical purposes.

Certification - Wine import requires a certificate issued by the Slovak Agricultural and Food Inspection Service.

Subsidies - SR supports pre-planting preparation, reconstruction and establishment of new vineyards through a variety of subsidy programs:
- a subsidy up to 40% of the cost (maximum of 200,000 Sk/hectare);
- loans from State Support Fund for Agriculture, under same conditions like for the subsidy; interest rate of 3-5% for 10 years (first payment after 4 years);
- subsidy to recultivate old vineyards up to 50% of costs, maximum of 200,000 Sk/hectare;
- subsidies for new varieties breeding. Annual subsidies for vineyard is 150,000 Sk/hectare;
- subsidies to maintaining breeding. Annual subsidies for vineyard is 60,000 Sk/hectare; and.
- subsidies to purchase inputs (seeds, agri-chemicals, and fertilizers) 2,500 Sk/hectare.

SWITZERLAND

Tariff Rate Quota (TRQ)
Red wine in bottles:162 million liters; White wine in bottles: 4.5 million liters
White wine in barrels: 3.06 million liters

	In Quota Tariff-Rate (SF/100 kilos)	Out-of-Quota Tariff-Rate (SF/100 kilos)
Red wine in bottles	50.00	280.80
Red wine in bottles >1 liter	34.00	277.80
White wine in bottles	50.00	585.00
White wine in barrels	46.00/34.00*	375.30
Red wine in barrels	42.00/34.00*	108.00

*<13% alcohol

Import Licensing - New Swiss legislation eliminates the allocation of licenses for red wine imports by historical share arid allows individuals to apply for unlimited amounts of the tariff-rate quota quantity. TRQ share for white wines are allocated on the basis of auctioning.

Certification - The Swiss Government requires both a certificate of free sale and a certificate of origin.

Labeling - Mandatory-labeling information includes alcohol strength by volume, contents in metric terms, name of producer, mark of importer and name of importer for case goods.

Advertising - Television advertising is prohibited. Wine may be advertised in cinemas and on posters with cantonal (local government) approval.

TURKEY

Quotas - None

Import Licensing - Importers of foreign wines had to apply TEKEL - Turkish Tobacco and Alcohol Monopoly - each time for total of not less than 1000 cases and no less than 50 cases for each label. Importers needed to provide TEKEL with bank guarantee covering the cost of the shipment. Total wine import taxes reaches about two hundred percent over the FOB value.

Certification - Importers supply TEKEL with a test/analysis report, a health certificate, a free sales certificate and a certificate of origin, pro-forma invoices (three copies) indicating the total cost.

Pre-inspection - Two bottles of each variety is given to TEKEL for taste checking.

Labeling - Imported wine labels must indicate the name of the producer, address, year of the wine, verity, alcohol content and weight.

Advertising - Present regulation do not allow public advertising of alcoholic beverages.

Distribution Issues- Foreign wine importers can only import wine through TEKEL with the condition of selling it on their premises (tourist hotels and restaurants). Domestic wholesale and retail sales in supermarkets are not permitted.

LATIN AMERICA

ARGENTINA

Preferential Agreements - Duty free for Mercosur members (Argentina, Brazil, Paraguay and Uruguay)

Certification - An official certificate of the country of origin must accompany any shipment.

Import Permit - Importer must be registered in the national Wine Institute (INV). The importer must request an import permit including volume and analysis number. It takes up to 30 days to obtain an import permit from the importers National Register (Registro Nacional de Establecimiento, RNE).

Pre-Inspection - The importer should request the National Wine Institute (INV) to exact samples of the imported wine. This takes approximately 1-2 days. Three bottles from a lot are analyzed and sealed with sealing wax for seven days, then the importer pays the Ministry of Economy for the fiscal value, and the number of the analysis is reserved. If the analysis is OK, INV issues a Certificate of Free Circulation. Once the importer obtains the certificate with the INV, this number is given to the exporter who prints it on the labels.

Labeling - The importer must affix a sticker to each bottle with the analysis number, lot number, importer information, origin, product, warning, etc.

CHILE

Import Permit - Wine importers in Chile, like domestic wine and alcohol traders, need an import authorization or a sale permit for a small fee. The permit is issued by the Internal Revenue Service and SAG (Chile's National Animal and Plant Health Inspection Service).

Certification and Documentation - Each type of wine imported into Chile has to be tested. A six--bottle sample is taken for each type of wine imported. For the analysis of each sample the laboratory charges CP$75,473 (equivalent to approximately US$184). Should the official Chilean agency has failed to issue a analysis report in 60 days, the product can be sold without incuring any fines.

Labeling - Both domestic and imported wines face same labeling requirements. The following are required on wine labels:
- name and address of bottler
- name of product
- alcohol content and volume
- elements used in production
- country of origin (for imports)
- name and address of importer and trader

Bottle Size - Wine shall be sold in containers they are usually sold in the country or origin. At any rate, they shall comply with provisions set forth for domestic products.

COLOMBIA

Regional Preferences - Preferential treatment is accorded products shipped from ALADI (Association of Latin American Integration--Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay, and Venezuela) member states; ALADI countries pay lower import duties. Andean Pact nations (Bolivia, Colombia, Ecuador, Peru and Venezuela) afford one another duty-free treatment. Since January 1994, Chilean wine imports are duty-free because of a bilateral agreement. However, ALADI and Andean Pact nations, and Chile must pay the 20% sales tax and the 16% VAT.

Import Licensing - Importers must register with the Foreign Trade Institute (INCOMEX), an agency of the Ministry of Foreign Trade. This grants Government of Colombia authorization to the company to import all agricultural products. Wine products must be registered with INVIMA, the National Institute for the Surveyance of Food and Medicines under the Ministry of Health. INVIMA registration can be done by either the exporter or the importer and requires: (a) A written document from the manufacturer stating that they manufacture the listed products. (b) A "certificate of free sale" stating that the products are approved for human consumption in the U.S. This document must be issued by a U.S. government health authority.

Although not required, INVIMA registration is facilitated if a description of the manufacturing process and a list of the ingredients, including any additives, preservatives, and colorings is submitted.

All documents must be notarized by the Colombian Embassy or a Consulate in the United States and by the Ministry of Foreign Affairs in Bogota. These documents must be translated into Spanish by a translator approved by the Ministry of Foreign Affairs. A sample label also may be submitted. An INVIMA registration fee must be paid. This fee covers the cost of preparing an analysis of the product. The wine product does not need to be analyzed before registration approval is given. INVIMA, however, can randomly select product from retail shelves for testing. Registration cost depends on the item, but it is about $700. After all the required documentation is submitted, product registration by INVIMA takes about three working days.

INVIMA registration is valid only for the applicant (exporter or importer) and the manufacturer specified in it. If the U.S. exporter wishes to change its Colombian importer, there are two options:

(a) If the U.S. exporter has undertaken the INVIMA registration, he must submit a request to modify his registration. Cost for this process is 48,000 pesos or about $30.
(b) If the Colombian importer has undertaken the INVIMA registration, the U.S. exporter must initiate a new registration process. The exporter must specify his new importer(s). Afterwards, he may change his importer(s) whenever he deems it advisable. The U.S. exporter must apply through his legal representative in Colombia or through a local lawyer.

Import License Approval Procedures

The Colombian importer purchases an import license form at INCOMEX (cost 24,000 pesos or about $17). The importer presents the completed INCOMEX import license form to INVIMA for clearance. This intermediate approval process normally takes about 48 hours. The importer presents the completed INCOMEX form and the INVIMA clearance to INCOMEX. INCOMEX now issues an import license. The final license issuance normally takes about 48 hours.

Certification - Samples of all wines must be analyzed and certified in Colombia and takes about three months. Colombia does not accept BATF approved U.S. laboratory certification of wines.

Pre-inspection - Imported wine is subject to inspection prior to shipment for product and price validation. This inspection is carried out by private companies and contracted by the GOC.

Labeling - Wine labels must contain the name of the product, place of production, percentage of alcohol, net contents, the name of the importer, and a statement indicating that excessive consumption of alcohol is harmful to health. All of this information must be printed on the label prepared by the wine producer/exporter.

Bottle Sizes - Wine can only be imported into Colombia in 2 liters or less or in bulk.

COSTA RICA

Labeling - Wine bottles or containers must have labels that say “Advertencia: El abuso del alcohol es nocivo para la salud” (Caution: the abuse of alcohol is harmful to health). In addition, the label must contain the expiration date or best used by date, importer name and telephone number, and registration code from the Ministry of Health. For table wines, the Spanish label must have the phrase “vino de mesa” imprinted.

VENEZUELA

Preferential Agreements - Several Latin America countries have trade agreements with Venezuela that establish the following duty preferences:

- Andean Pact Countries (Colombia, Ecuador, and Bolivia) are duty free. Peru also enjoys this duty free preference even though it just left the Andean Pact. However, none of these countries export wine.
- G-3: Mexico, Colombia, and Venezuela are members tot he G-3 trade agreement, and enjoy duty advantages.
- Venezuela also has preferential agreements with Argentina and Chile.

Labeling - Official labeling regulations are contained in the Venezuelan Industrial Norms Committee (#2952-92 for packaged goods). Labels can be stickers or printed directly on containers. All labels must have information in Spanish but it can be presented side-by-side with other languages. On wine bottles, labels must occupy at least 1/3 of the container's surface and must have the following minimum information:
- brand name an specific type of product, such as "Gallo Red Wine,"
- net content in metric units,
- date of manufacture
- name of manufacturer and place of production,
- if imported, name of importer/distributor,
- alcohol content,
- trademark registration number issued by the Ministry of Health and Social Assistance.

While most imported wines are pre-labeled to meet Venezuelan requirements, labels that do not meet all requirements can be supplemented with stickers that contain any additional required information. Also a "tax band" must be affixed across the bottle before the shipment can leave the customs premise.

Bottle Sizes and Alcohol Content: - Wine can only be imported in 2 liter or less bottles. Red and white wines must have a minimum alcohol content of 11.5% and 12%, respectively and both must have a maximum acid volatility of 130 gr./liter.

Advertising - Venezuelan law prohibits advertising that compares a product with a competing brand.

Alcohol grades - Alcohol grades are 11-12 percent for white wine and 12-13 percent for red wine. The alcoholic grade for wines cannot be under 5%.

MIDDLE EAST

ALGERIA

Quotas - No quotas.

Import Licenses - No import licenses are required.

Labeling - Labeling must be in Arabic and the name of the importer must be on the label.

Advertising - Advertisements for alcohol are forbidden.

Distribution Issues - The distribution channels are not developed. In general, importers sale the products to wholesales.

BAHRAIN

Religious Restrictions - During the religious month of Ramadan, the purchase of liquors is prohibited. All liquor retail outlets close down during that month. Only hotels serve alcohol after sunset (i.e., the breaking of the all-day fasting).

Import Licenses - Import licenses are required and only issued to locally-established companies which are at least 51% Bahrain-owned. (Foreign companies established prior to 1975 might be exempt from this rule under special circumstances.)

Labeling - Labels must be in Arabic or Arabic/English. Stickers are not accepted. Small quantities of products with English-only labels may be approved for imports on a case-by-case basis, for test marketing purposes.

Every bottle must bear a label showing:
- product name
- brand name
- ingredients
- country of origin
- volume (ml)
- producer
- percent of alcohol

Advertising - Media advertising is prohibited. Promotions are allowed within the retail stores and where served such as in licensed bars and restaurants.

Distribution Issues- Alcoholic beverages are imported and distributed by four licensed companies.

ISRAEL

Certification - The importer must provide a full chemical analysis of the wine from a recognized laboratory in the US. Samples must be handed over to the Israel Wine Institute (which is part of the Ministry of Industry and Trade) which, for a fee, produces an additional analysis. Only following the receipt of both analyses and results, and if the Wine Institute approves the contents and presentation of a label design, will the wine be approved for importation.

Kashrut certification - It is not an import requirement that wine be kosher. However, if it is not kosher, it will not be stocked by supermarkets, hotels or by kosher restaurants. This limits the market. Israeli law determines that the only authority that can certify something as kosher is the Council of the Chief Rabbinate of Israel or a body or person to whom it delegates its authority. In the case of wine this authority usually is not delegated, however, recently the Chief Rabbinate has approved Kashrut supervision by one or more rabbis of the Union of Orthodox Jewish Communities who supervise some California wineries. A number of French and Italian kosher wines have begun appearing on the market. There is also a small and growing market for non-kosher quality wines in gourmet stores and wine specialty shops.

Labeling - The wine label must be in Hebrew and can also be in the language of the exporting country, although this is not a requirement. The letters in the second language cannot be larger than the Hebrew letters. The label must indicate: the producer's name and address, including the country of production, the importer's name and address, net volume in metric units, and the alcoholic strength. If the wine is not kosher, the label must state this in large Hebrew letters. The label must indicate any additives, preservatives, etc. in the wine.

New Rules for Alcoholic Beverages Not Previously Imported

Import Licensing - The Ministry of Industry and Trade grants import licenses. If the importer is a company, proof must be brought from the Registrar of Companies. If the importer is a private individual, the first and last names, address and ID number must be included on the import license.

Pre-inspection - The following must be brought to the offices of the Israel Wine Institute for the preliminary inspection:

- An original sample of the beverage intended for import, containing a minimum of 700 ml. Beer inspections require five bottles.

- Three original labels and three labels in Hebrew.

- The labels must be submitted in the following manner: affixed to three blank sheets of paper with one Hebrew label and one foreign-language label on each sheet. The Hebrew and foreign-language labels must meet the labeling requirements.

- The caloric value must be listed for wines from the 1995 harvest and for alcoholic beverages bottled after January 1,1996.

- A document signed by the manufacturer which includes:
  - a description and definition of the intoxicating beverage, including a description of the production process.
  - the percentage of alcohol in the beverage, and a list of its ingredients, in order of proportional content, including name, type and international identification number of the artificial color used in producing the beverage.
  - the type and amount of preservatives added to the beverage and/or any other ingredients used in producing the beverage.

- A Certificate of Inspection for the beverage in the name of the importer, stamped by the competent authority in the exporting country, indicating that the beverage has passed a series of inspections.

- A document written in a foreign language (other than English and French) will be submitted in a notarized Hebrew translation.

- The cost of inspecting a label and assessing its compliance with the relevant standards is NIS 114. The cost of chemical and organoleptic testing of each beverage sample intended for import is NIS 612.

- With regard to a wine or other intoxicating beverage which is to be labeled kosher, the importer must present a Kashruth Certificate issued by the Chief Rabbinate of Israel.

- For a beverage whose label indicates any geographical appellation or aging period, the importer must submit a certificate or authorization signed by the competent authority verifying the declarations listed on the beverage's label.

- For beverages such as Arrack produced from grape alcohol, vodka produced from grain alcohol, or any other type of beverage whose label states a specific name of a raw material which produced the alcohol, the applicant must submit a certificate from the competent authority verifying the use of the specified raw material.

- Each enclosed document and authorization must be an original, written in English or French.

JORDAN

Quotas - None

Import Licenses - Although an import license is not required, it is recommended that the Jordanian importing firm obtain a beverage import license from the Ministry of Industry and Trade. Thsi license will allow them to avoid paying the 5% Cost Insurnace Freight fee (CIF).

Pre-Inspection - When imported wine reaches Jordan, the Misnistry of Health (MOH) will test a sample, and upon that test, the Jordanian importing firm will have evidence that the product is safe for human consumption.

Certification - Jordanian Customs requires certificate of origin, commercial invoices that must be officially certified from a U.S. Chamber of Commerce (in the same state) and from the Jordanian Embassy or Consulate (if available).

Labeling - No special label is needed.

Distribution Issues - A special license is needed for liquor stores and retailers to sell alcoholic beverages.

Advertising - Advertisements for alcoholic beverages are prohibited in local media (i.e., newspapers, TV commercials, radio, etc.).

QATAR

Restrictions - The retail of alcoholic beverages is strictly restricted to non-Muslims, who are issued liquor licenses to buy from authorized liquor stores. Public consumption is restricted to selected restaurants of the five-star hotels in Doha, the capital, for non-Muslim hotel guests and non-Muslim residents on membership basis.

During the religious month of Ramadan, the purchase of liquors is prohibited. Liquor retail outlets close down during that month. Also, hotels cannot serve alcohol during Ramadan.

Labeling - There are no labeling requirements for wine.

Distribution Issues - There are only two non-food companies called “syndicates” that are authorized to import and distribute alcoholic beverages.

Advertising - Advertising is strictly prohibited

SULTANATE OF OMAN

Religious Restrictions - Hotels and restaurants cannot serve alcoholic beverages without obtaining prior permission from the local police. Sales of alcoholic beverages are prohibited during the holy month of Ramadan. Retailing alcoholic beverages in restricted to non-Muslims who are issued liquor licenses to buy from liquor stores. The Omani military can also purchase alcohol for use in their "clubs," although only one purchaser is allowed for each mess.

Import Licenses - The importer must have the necessary legal documents (Bill of Lading, Invoice, Packing List, and Certificate of Origin) certified by the Chamber of Commerce and an Arab Embassy in the country of origin. Shipments valued below 1000 Omani Rials are not required to have local certification. When the shipment arrives in Oman, the Royal Omani Police (ROP) perform customs check prior to release to the distributor.

Labeling - Every bottle must bear a label showing the product name, brand name, ingredients, country of origin, volume (ml), producer, and the percentage of alcohol. Any wines carrying words with religious meaning in Arabic will be confiscated by the ROP.

Advertising - The advertising of alcoholic beverages is prohibited. Promotions are allowed within the retail stores and where served such as in licensed bars and restaurants. There arefive items allowed for point of sale promotion: glassware, drip trays, coaster/bar mats, towels and corkscrews/openers. Neither product promotion signs nor "special offers" advertisements mentioning the product are allowed even at point of sale, through distributor logos are. Although distributors can "contribute" for local events, they cannot use the word "sponsorship."

Distribution Issues- Alcoholic beverages are imported and distributed by six licensed companies. There is a seventh distributor which is located in the Salalah area and is a subsidiary of A&E, the second largest importer in Oman. There are 27 retail (permit) stores in Oman.

There are three importers/distributors in Oman with Duty Free licenses. Wine designated as duty free comes in marked as duty free and is checked upon arrival by the ROP and then stored in bonded storage with keys held by the ROP and the distributor. Both the ROP and the distributor must be on hand to bring the duty free alchol out of storage for transport to the point of sale.

SYRIA

Quotas - The Ministry of Tourism sets ceilings for imports of five star hotels.

Import Licensing - Wine imports are restricted by the public sector General Organization for Trading and Distribution (GOTA) which imports wine for local consumption as well as for the free zone areas. GOTA can obtain an import license from the Foreign Trade Department of the Ministry of Economy and Foreign Trade. Five star hotels can import wines with the approval of the Ministry of Tourism. The Ministry of Economy and Foreign Trade provides final import license.

Certification - A certificate of origin and a phytosanitary certificate as well as an invoice are necessary for all food product imports. These certificates have to be properly legalized at the Syrian embassy in the country of origin.

Pre-inspection - According to trade sources, such pre-inspection is not necessary as long as an analysis of the product is available.

Labeling - English labels are acceptable as long as they include product type, producer, country of origin, and package size.

Advertising - Syrian laws prohibit cigarette advertising but do not address any wine.

Distribution Issues- The General Organization for Trading and Distribution (GOTA) handles storage and distribution in the country. Five star hotels import for their own sales.

UNITED ARAB EMIRATES

Religious Restrictions - Retailing alcoholic beverages is restricted to non-Muslims in Dubai and Abu Dhabi. Non-Muslims are issued liquor licenses to buy from liquor stores in these emirates. While, during the religious month Ramadan , hotels can serve alcohol after sunset in Dubai, the sale of alcoholic beverages is prohibited during the holy month of Ramadan in Abu Dhabi.

Import Licensing - The importation and distribution of alcoholic beverages are restricted to licensed companies only. There are four companies licensed to operate in Abu Dhabi and Sharjah, while Dubai has only two licensed companies.

Certification - A notarized letter certifying the origin of the wine from the producer is required. (Note: While this regulation is on the books, it is not applied in practice.)

Labeling - No labeling requirements for wine.

Advertising: Not permitted through the media. Promotions are allowed within the retail stores and where served such as in licensed bars and restaurants.

Consumption Limits - The Emirate of Dubai sets limits on the monthly liquor consumption of its hotels. These limits vary from one hotel to another. Abu Dhabi Emirate does not set similar limits on its hotels.

AUSTRALIA

Quotas - None

Preferential Agreements - Wines from New Zealand enter duty free.

Certification - Normal customs import certification

Pre-inspection - Not required

Labeling Requirements - In addition to the maufacturers label, the name and address of the importer, a preservation/aniti-oxidant statement, flavoring and coloring and country blends, and the number of standard drinks (public health alcoholic beverage labeling - a standard drinks contains 10 grams of alcohol) must be indicated on the label. If an additional label is needed, it must be at least 1.5 mm type and clearly visible on the bottle.

Government Programs - The production of grapes for wine making in Australia receive little Government assistance. There are some tax incentive schemes for new vineyard plantings, such as growers can write off against taxation commitments the cost of the acquisition and planting of vines over four years. The Australian government also provides funds on a dollar for dollar basis for research and development up to 0.5 percent of the gross value of production. There is limited access to a government Export Market Development Grant scheme to assist exporters in new markets.

NEW ZEALAND

Quotas - None.

Preferential Agreements - Wines from Australia enter duty free.

Import Licensing - None.

Labeling - New Zealand Standards and Particular Labeling Requirements (Section 225 under New Zealand Food Regulations) indicates the following:
Wine products must have the country of origin.

- If any of the grape juice, concentrated grape juice, potable spirit, or wine spirit used in any wine product originates in a country other than the country of origin, that country shall be named on the label as a source of ingredients used in the manufacture of the wine product.
- The name or description on the label shall not include any reference to a single variety of grape unless the wine has been manufactured from not less than 75% by volume juice derived from that variety of grape (other rules for 2 or more varieties).
- The label on each package of dessert wine, except dessert wine labeled with the word "Sherry," "Port," "Muscatel," or "Madeira," shall bear, in 3 mm lettering, in the principal display panel, the words "dessert wine." No label on a package of wine or sparkling wine shall bear the words "reduced alcohol" or any word or words in similar meaning, unless the

wine or sparkling wine contains not more than 6.5% alcohol and not less than 1.15% alcohol. No label of wine, sparkling wine, wine-based drink, or wine coolers shall bear the words “low alcohol,” or any word or words of similar meaning, unless it contains not more than 1.15% alcohol. The word “light, or “lite” or any word(s) of similar meaning, shall not be used on the label of a package of wine in relation to a claim of alcohol content.

- The label on each package of wine-based drink, wine cocktail, vermouth, wine cooler, and wine aperitif shall bear, in 3 mm lettering, in the principal display panel, the words “wine-based drink,” “wine cocktail,” “vermouth,” “wine cooler,” or “wine aperitifs” as the case may require.
- The label shall bear in the principal display panel, the word “wine,” or the name of the style of wine used in the manufacture of the product, together with the name of the foodstuff or flavoring that characterizes the product.

Advertising - Wine advertisements are not regulated.

Subsidies - None.

MEXICO

Preferential Tariffs - Duty free from Chile, Costa Rica, Colombia and Venezuela.

Certificate of Origin - Must accompany each shipment of wine.

Registration - The U.S. exporter must obtain a Mexican importer or a representative registered with the Secretariat of Finance and Public Credit (SHCP). Though largely considered a formality, the importer must still notify the SHCP of an impending shipment and obtain authorization. The exporter must provide a "Certificate of Free Sale" to the importer for each individual beverage exported to Mexico. These may be obtained from the BATF.

Labeling - It is the responsibility of the exporter to properly label the wine. The proper labels may be applied after importation but must be approved by SECOFI (Secretariat of Commerce and Industrial Development) before importation. A label with the following minimum information must be produced in Spanish and affixed on the front or back of the bottle:
- trademark or commercial brand name
- alcohol content
- warning which reads "El abuso en el consumo de este producto puede ser nocivo para la salud." net content in liters country of origin: "Producto de EE.UU." for the U.S. importer's name, address and RFC (Ministry of Finance taxation number)
- exporter's and producer's name and address

Strip Stamp - Strip stamps must be purchased from the Ministry of Finance. This is the responsibility of the importer and should be affixed to the individual container (bottle) before retail distribution.